

Message Text

CONFIDENTIAL

PAGE 01 MEXICO 10510 272014Z
ACTION INR-10

INFO OCT-01 ARA-10 ISO-00 CIAE-00 NSAE-00 /021 W
-----056857 290014Z /23

R 272014Z JUN 78
FM AMEMBASSY MEXICO
TO SECSTATE WASHDC 1067
INFO AMEMBASSY BRASILIA
ALL USCONS MEXICO POUCH

C O N F I D E N T I A L MEXICO 10510

E. O. 11652: GDS
TAGS: PINR, BR, MX
SUBJECT: NEW MEXICAN AMBASSADOR TO BRAZIL

REF: STATE 160375

1. JUAN GALLARDO MORENO, WHO WAS RECENTLY NAMED TO REPLACE LEON ROBERTO GARCIA CRUZ AS MEXICO'S AMBASSADOR TO BRAZIL, IS A CAREER DIPLOMAT WHO HAS HELD A NUMBER OF JOBS IN AND OUT OF THE MEXICAN GOVERNMENT FOR OVER 50 YEARS.
2. GALLARDO WAS BORN OCTOBER 13, 1906 IN MEXICO. HE RECEIVED A LAW DEGREE FROM THE UNIVERSITY OF GUADALAJARA AND STUDIED BANKING AND SOCIAL STUDIES AT THE GRADUATE LEVEL. HE STARTED HIS GOVERNMENTAL CAREER AS THE CHIEF OF THE LEGAL DEPARTMENT OF A GOVERNMENTAL COMMITTEE WHICH WAS LIQUIDATING FAILING BANKS. HE THEN SERVED AS PRIVATE SECRETARY TO THE SECRETARY OF PUBLIC EDUCATION AND THE SECRETARY OF THE INTERIOR BEFORE ENTERING THE MEXICAN FOREIGN SERVICE IN 1934. HE WAS FIRST POSTED TO CORPUS CHRISTI, TEXAS AND THEN AS CONSUL TO HAMBURG BEFORE BEING CALLED HOME TO SERVE AS THE CHIEF EXECUTIVE OFFICER OF THE OFFICE OF THE PRESIDENCY UNDER PRESIDENT LAZARO CARDENAS.
3. DURING WORLD WAR II, GALLARDO REPRESENTED PEMEX, THE

CONFIDENTIAL

PAGE 02 MEXICO 10510 272014Z

GOVERNMENT OIL COMPANY, IN NEW YORK. AFTER THE WAR, HE WAS APPOINTED AS HEAD OF ASEGURADORA MEXICANA, A MEXICAN UNDERWRITING FIRM, AND AS SECRETARY OF THE ADMINISTRATIVE BOARD OF NACIONAL FINANCIERA, THE MEXICAN GOVERNMENT'S FINANCE ORGANIZATION. IN 1959, HE WAS NAMED AS AN ADVISOR TO THE NATIONAL BANK OF MEXICO.

4. GALLARDO RETURNED TO THE DIPLOMATIC SERVICE IN 1959 WHEN HE WENT TO WASHINGTON AS MINISTER/COUNSELOR. HE SERVED IN THAT POSITION UNTIL 1963 AND DURING THAT TIME HELPED REPRESENT HIS COUNTRY AT MEETINGS OF THE WORLD BANK AND THE INTERNATIONAL DEVELOPMENT FUND. GALLARDO WAS HIGHLY REGARDED DURING HIS STINT IN WASHINGTON BY USG OFFICIALS.

5. IN 1963, GALLARDO RETURNED TO MEXICO AND SERVED AS A MEMBER OF THE DIRECTORATE GENERAL OF THE MEXICAN FOREIGN SERVICE. HE REMAINED IN THAT POSITION UNTIL 1968, AND DURING PART OF THIS PERIOD HE WAS MEXICO'S COORDINATOR FOR THE ALLIANCE FOR PROGRESS. HE ALSO ATTENDED A NUMBER OF INTERNATIONAL MEETINGS INCLUDING THOSE OF THE INTERNATIONAL MONETARY FUND, THE WORLD BANK, A HEMISPHERIC EDUCATIONAL MINISTERS CONFERENCE, AND SEVERAL SESSIONS OF THE UN GENERAL ASSEMBLY. AT THE UN HE GENERALLY CONCERNED HIMSELF WITH ECONOMIC MATTERS BUT ALSO REPRESENTED MEXICO AT THE UN WORLD POPULATION CONFERENCE AND THE UN CONFERENCE ON HUMAN SETTLEMENT, AS WELL AS BEFORE ECOSOC.

6. GALLARDO WAS NAMED PERMANENT REPRESENTATIVE WITH THE RANK OF AMBASSADOR TO THE INTERNATIONAL ORGANIZATIONS OF GENEVA IN 1968. HE RETURNED TO MEXICO IN 1971 AND HAS BEEN SEMI-RETIRED SINCE, ALTHOUGH HE HAS BEEN LISTED AS AN ADVISOR TO THE FOREIGN SECRETARIAT FOR THIS TIME.
CONFIDENTIAL

CONFIDENTIAL

PAGE 03 MEXICO 10510 272014Z

7. GALLARDO IS MARRIED TO THE FORMER JULIENNE THURLOW AND HAS AT LEAST TWO GROWN CHILDREN. HE SPEAKS ENGLISH.

8. COMMENT: THE NAMING OF GALLARDO SHOULD BE A RELIEF FOR THE BRAZILIANS WHOSE INTERESTS HAVE NOT BEEN WELL SERVED BY GARCIA CRUZ. THE APPOINTMENT CAN ALSO BE SEEN AS A CLEAR VICTORY FOR FOREIGN MINISTER SANTIAGO ROEL WHO WAS KNOWN TO HAVE BEEN DISPLEASED BY GARCIA CRUZ' POOR PERFORMANCE AND ATTEMPTS TO UNDERCUT ROEL'S AUTHORITY. THE APPOINTMENT OF THE VETERAN DIPLOMATIC WARHORSE GALLARDO MAY ALSO HELP TO STILL THE CRITICISM THAT ROEL HAS BEEN IGNORING MEXICO'S PROFESSIONAL DIPLOMATS IN FAVOR OF POLITICAL APPOINTEES ALTHOUGH IT REMAINS TO BE SEEN IF THE AGED GALLARDO WILL BE UP THE IMPORTANT JOB. LUCEY

CONFIDENTIAL

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: BIOGRAPHIC INFORMATION, AMBASSADORS, PERSONNEL APPOINTMENTS
Control Number: n/a
Copy: SINGLE
Draft Date: 27 jun 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 20 Mar 2014
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978MEXICO10510
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: GS
Errors: N/A
Expiration:
Film Number: D780268-0433
Format: TEL
From: MEXICO
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780616/aaaaanvu.tel
Line Count: 109
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 6a1d667f-c288-dd11-92da-001cc4696bcc
Office: ACTION INR
Original Classification: CONFIDENTIAL
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: CONFIDENTIAL
Previous Handling Restrictions: n/a
Reference: 78 STATE 160375
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 11 jul 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2195381
Secure: OPEN
Status: NATIVE
Subject: NEW MEXICAN AMBASSADOR TO BRAZIL
TAGS: PINR, PDIP, BR, MX, (GALLARDO MORENO, JUAN)
To: STATE
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/6a1d667f-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014